Maila Antonoff
Minda Maggio 2445

(Corporate Volume Pull program)

Direct mail program to approx 4.3 million competitive smokers, will be mailed Dec 23 - 31

... of a targeted toward ... brands B+H menth, ... coupons ... expiration dates ... with 6 ctn upc ... luggage tags

W/E 12/27/91

GIUSEPPE D'ALESSANDRO

ATT: Barbara Weinstein
Incremental Budget
of { 2.2M Cambridge
1.1 M Bristol
0.5M Alpine
was approved on the
week of Dec. 20th, 91
Directed to Coupons for
MAXI Accounts to be
at retail end of year.

coupon expiration dates
1/31/91
2/7/92
2/14/92

bounceback expiration date 4/30

Year end volume pull program for prem brands
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